MEMORANDUM

TO: Ken Bressett, Education Committee Chairman
Nancy Green
Eric Newman
Donn Pearlman

FROM: James Taylor J.T.

RE: September Report to the Education Committee

DATE: October 7, 1991

Included with this report is last month's report for those committee members not on board at that time.

The hoped for opportunity to plant our feet on our desk for a while after the centennial convention and catch our collective breaths has not yet materialized. Maybe after the bicentennial convention. September proved a great month for starting new and important projects and putting closure to others.

COIN COLLECTING VIDEO PROJECT: Much of my time this past month was devoted to this important project--the production of a 28-1/2 minute video of broadcast quality designed to introduce and interest individuals and families in the fun and science of coin collecting. We are ready to send out the RFP once it has been approved by the committee and ANA's legal counsel. Ken Bressett's script has been revised by Ken and hopefully meets the committee's needs. The RFP will be sent to 31 video production companies.

WORLD SERIES OF NUMISMATICS: I have completed a draft report to the Board regarding the future of the World Series of Numismatics, the Jeopardy/College Bowl-like game we had at the centennial convention. My recommendation is to continue the event and purchase the equipment needed to insure its professional look. It appears as if we can purchase the equipment for close to what it cost to rent it in Chicago.

1991 SUMMER CONFERENCE: I finished another report, this time regarding the lowering of tuition/room and board for the 1992 and future summer conferences. After refining it with Aimee Tihonovich, ANA Controller, it appears that we can reduce the price to $349 from $525. This would require that the conference be reduced from 4-1/2 to 4 class days. We can still have the same number of classroom hours by extending class hours by 1 hour each day. We can also offer a tour of the Denver Mint in the afternoon of arrival day for interested students. Furthermore, by changing the schedule and having students depart on Sunday morning rather than Saturday, we can save the students hundreds of dollars on airfare (for example, $624 for people flying out of O'Hare, $598 for those coming from Newark and $529 for those coming from L.A.)

1992 TRAVELLING SEMINARS: These seminars are scheduled for February 24-26 in Dallas and August 8-10 in Orlando. Mark Yaffe has agreed to co-instruct with J.P. Martin at Orlando. I am still looking for a co-instructor in Dallas. I

have gotten approval to reduce the tuition for these travelling seminars from $398 to $249.

FUTURE CORRESPONDENCE COURSES: Don Bonser is completing the correspondence course he is writing on the grading of U.S. coins. The book should be about 150 pages and will be replete with photos. Our goal is to have the course available by spring 1992. Skip Fazzari is working on another course, counterfeit detection, and David Vagi has begun writing yet another course, World History As Told By Its Coinage. I have written a memo to Bob Leuver concerning the use of Ken Bressett's most recent book, Collectible American Coins, and Arnie Margolis' 1991 book, The Error Coin Encyclopedia, for 3 additional courses. Ken's book would compliment David Vagi's by dealing with American History as Told Through Its Coinage, while Arnie's first 100 pages would be used for a course on the minting and die making processes and the remainder of the book would be used for a course on errors. Hopefully, I will have more to report next month.

CHICAGO NUMISMATIC THEATRE: The videotapes from the Chicago Numismatic Theatre should be edited and available this month. There has been considerable interest among our members to borrow or purchase the videos.

1992 NUMISMATIC THEATRE: I am beginning to line up speakers for the Dallas and Orlando Numismatic Theatres (NT). There will be a call for proposals in the December The Numismatist. There will be approximately 4-6 hours of NT at Dallas and 32 hours at Orlando. **Let me be the first to invite each of you to speak at the Orlando NT on a day and time of your choice.**

HALL OF FAME: The biographies of all Hall of Fame members are complete and have been typeset. We will have them professionally mounted so we can hang them in the Hall soon. Right now all we have are photos of the members. This should make the Hall more interesting and get it some attention as we approach the biennial Hall of Fame election.

PHOTO DEPARTMENT: Soon we will be able to produce numismatic slides along with the black and white and color photographs that we have been producing for years for our members. Astrid Gracey will be setting up and learning how to use the equipment.

YN ACTIVITIES: We have begun planning for the 1992 YN Auction held each year at ANA's summer convention. YN's will still earn "auction money' by performing a wide variety of numismatic activities. The "auction money" can only be used to "pay" for winning bids. In 1992 we will be having separate mail and floor auctions. As in the past, Ira Goldberg will be the auctioneer and Superior will print the catalog and "money."

Soon I will be sending a letter to YNs explaining how the auction works and how they can earn "auction money." In that same letter I will promote the summer seminar scholarships for YNs and our library services for when they write term papers or give school talks.

CENTENNIAL ITEMS: We are almost ready to lock the time capsule. The committee has culled through all of the donations and has made its selections. The capsule--actually, a vintage safe--will be placed inside the ANA building as a reminder to be opened for the Chicago bicentennial convention, which, according

to Ruthann, is scheduled for August 12-17, 2091. (Apparently, Ruthann has gotten some great room rates, but you've gotta act quickly.)

A medal has been ordered for the 15 people whose questions were used during the World Series of Numismatics. Once they are distributed, and the time capusle is locked, my work for the centennial celebration will be complete.

"THE ART OF ENGRAVING": I have begun planning for a summer conference course entitled "The Art of Engraving" in which students would receive scholarships for the class. The scholarships would be underwritten by Gilroy Roberts and would partially utilize his workshop which is now a permanent working exhibit in the ANA Museum. Gilroy has signaled his intention to donate the money and serve on the jury which selects the scholarship winners.

Finally, I have long been encouraging Robert Hoge to find time to do serious research and writing so that he can continue to earn the respect that he deserves. It is my firm belief that Robert has a first-rate intellect and is an MS65 waiting to be discovered by his fellow numismatists. His performance at the World Series began to get him the attention he deserves. I have asked him to start doing basic research in preparation for a serious article that will reflect well on him and, in turn, on ANA.

I have convinced Robert to stop at the National Archives on his way back from a meeting with the Getty Foundation in Williamstown, Massachusetts, to begin his research. He will be doing just that between October 23-25.

That is my report for September. Sorry about the length, but it does give you a feel for the breadth and scope of what the department does.

Please contact me with your questions and concerns just as I will do with mine.

enc: August committee report

MEMORANDUM

TO: Ken Bressett

FROM: James Taylor JT

RE: August 1991 Education Committee Monthly Report

DATE: September 3, 1991

This is the first of what will become monthly reports regarding educational projects. The relationship we have developed over the past 3 years, along with your close proximity to ANA, should allow us to work closely together. That is my hope.

Rather than talking about what transpired during August, specifically at the centennial celebration, I would rather discuss with you the projects that lie ahead, some of which are mandated and others which are proposed or simply interest me.

MANDATED (for September)

- Video Tape On Coin Collecting: PNG has agreed to contribute $15,000 towards the 30-minute video. We already have your script, a copy of which I am sending to Donn Pearlman. I will be working with you and Donn, putting together an RFP which is scheduled to be sent out by September 30. The video is designed to introduce and interest people of all ages to the science and fun of numismatics.

- World Series of Numismatics: Present a plan, with a budget and schedule, to the Board by September 30. A number of options are being looked at, but it is my hope that this event continues.

- 1992 Summer Conference: Ed Rochette has publicly written that he wants this conference to cost our members considerably less. By September 30 I must present a plan which accomplishes this worthwhile goal.

- 1992 Summer Conference Course on "The Art of Engraving": I need to develop a program for offering this course and attracting suitable students for it. Then, I need to present it to Gilroy Roberts and Stan Merves to get them to underwrite it. The course would utilize, in part, the Gilroy Roberts Workshop and would most likely be taught in 1992 by Neil Harris.

- Convention Programs: I hope to capitalize on the enthusiasm generated at Chicago and begin this month to fill the Numismatic Theatre slots for Dallas and Orlando.

- Grading Seminars: I have presented a plan for reducing the cost of our U.S. Coin Grading seminars from $400 to $249. I have lined up co-instructors (Fuljenz at Dallas and Mark Yaffe at Orlando). Now, I need to get everything approved and develop a low-cost marketing strategy. What are your ideas? (Please see the attached memo.)

- Conclude a few matters regarding the Centennial, such as the Time Capsule and a few other minor matters.

MANDATED (for later months)

- Correspondence Courses: Don Bonser is working on the first course, U.S. Coin Grading. Others at work include Skip Fazzari and David Vagi. More than a half-dozen authors have signed on, and a timetable has been established for publishing the books. One matter that needs to be resolved is how, or if, we should utilize Arnie Margolis' recent book on errors in which the first half of the book details the minting process. Arnie was invited to write the course on the minting process. He, instead, wants us to use his book and develop questions as an addendum. What do you think?

- A theme and plan for the 1992 National Coin Week needs to be developed and approved. We had only slightly more than $3,000 budgeted for '91, and much of the funds were used to send awards to those who did something that week to promote the hobby. The result is that we did not have much money remaining to make much of an impact. Danielle Fritz spent some time this summer developing a rather ambitious plan. I need to look at her plan critically.

- YN Programs: I would like to work with David Ganz and reexamine all our programs for YNs. I want to make certain that we are getting as much bang for the buck as is possible. I would like to see what has happened to the YN summer scholarship winners over the past 10 years. Are they still into the hobby, or do they ever see themselves returning to it? I wonder if we are doing enough to attract new people to the hobby; I wonder, too, if we are misplacing our emphasis (and resources) on YNs rather than adults 40 years and older. I sense that the Board may be receptive to a new approach that is carefully thought out and well presented. What are your thoughts?

- Adult Curriculum: Develop a model curriculum for adults interested in taking a non-credit course at their local junior college or community center. With such a curriculum, it will be easier (and less threatening) to entice people to teach such a course. We would also need to develop proper teaching materials (AV, readings, test questions, classroom activities, discussion topics/questions, etc.) Don Kagin agreed, at Chicago, to write a text for such students.

- Scouting Merit Badge: Finish a slide program for scouts to earn their coin collecting merit badge. The script is complete; we now need to produce the slides.

- Develop an Educational Tie with the U.S. Mint: The USPS underwrites nearly 13,000 Benjamin Franklin stamp collecting clubs at schools, activity centers, libraries and elsewhere. Perhaps with the installation of a new Mint Driector, we can induce the Mint, in their own self interest, to do something comparable for coin collecting.

- FTC Brochure: Perhaps the Mint can also be persuaded to include an FTC brochure in each of their mailings.

- Hall of Fame: Include biographies of each member with their portrait so as to make the Hall more accessible and known to our members.

- Daily Radio Show: Produce a daily 90-second radio show on numismatics for NPR and Business Radio Network (BRN). Secure the funding, enlist local dealers to underwrite/sponsor the show locally, produce scripts, etc.

- "Museum on Wheels": Do a study to determine the feasibility of bringing a portion of ANA's Museum to our members and others at club meetings, local shows, busy malls and elsewhere.

- Roman Coin Project: Promote this program better and prepare to bring this worthwhile project in-house for when David Cervin can no longer manage it.

- Club Management Manual: Doug McDonald is finishing this book.

There is much to be done, I am sure, and more will be added as we proceed. However, I think the climate is improving as a result of Chicago, and this should make it easier to accomplish our goals.

Do you want to set a time for regular meetings to discuss projects and kick around ideas? This would be in addition to our ongoing informal meetings or phone conversations.